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The University of Dayton

News Release

SI BURICK TO CHAIR UD ATHLETIC CAMPAIGN

DAYTON, Ohio, December 13, 1984 -- Si Burick, sports editor of the Dayton Daily News and member of professional baseball's Hall of Fame, has been named general chairman of UD's athletic campaign, which is part of the Campaign for the University of Dayton. The announcement was made today (December 13) by Brother Raymond L. Fitz, S.M., UD president, and Thomas J. Frericks, UD's vice president for University Relations and director of Athletics.

The athletic campaign has a goal of \$3 million to fund scholarships, some construction, and an endowment fund for intercollegiate athletics, recreational sports, and physical education. The Campaign for the University of Dayton has a total goal of \$38 million.

"Si Burick is a long time fan and friend of UD and UD athletics," said Fitz. Burick attended the University before joining the sports department of the Dayton Daily News. UD conferred an honorary Doctor of Humane Letters degree on him in 1977. "We are delighted Si has accepted this role as general chairman. He will give our athletic campaign national visibility," said Frericks.

Fund raising for the athletic components of the Campaign will be focused on groups traditionally associated with UD athletics. Chairmen and volunteers will be recruited to solicit members of the UD Arena Associates, season ticket holders, varsity letter holders, and members of the Flyers Club, a UD booster group.

SI BURICK
PAGE 2

"With the combination of Si Burick at the helm and a \$1 million challenge gift, we are confident of success," said Frericks.

-30-

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